

## IMPROVED RESEARCH AND DEVELOPMENT PROCESS

### ABSTRACT

A process for conducting research and development on a project comprises the steps of establishing a competition between at least two identifiably distinct R&D teams to work on the project, including at least one team leader responsible for leading members of each team and one project manager to oversee the competition, and including providing an incentive for winning the competition. As each team works on the project and develops a proposed solution, their progress is periodically evaluated to determine if any team can be declared a winner or can be eliminated from the competition. A winning solution is designated and the incentive is awarded the incentive to the winning team. The process preferably involves an internal R&D team competing against an external R&D team.